

**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsadvantage.gov>

**SCHEDULE TITLE:** Federal Supply Schedule 00 Corp – Professional Services Schedule

**CONTRACT NUMBER:** GS-00F-201DA

**CONTRACT PERIOD:** June 29, 2016 – June 28, 2021

For more information on ordering from Federal Supply go to this website: [www.gsa.gov/schedules](http://www.gsa.gov/schedules)



**CONTRACTOR:** **Antkowiak Design Group, Inc.**  
7151 Columbia Gateway Drive, Suite B  
Columbia, MD 21046  
Phone number: 443-285-0008  
Fax number: 443-285-0867  
E-Mail: [gsasales@adgcreative.net](mailto:gsasales@adgcreative.net)

**CONTRACTOR'S ADMINISTRATION SOURCE:** Timothy E. Habart, Senior Contracts Manager  
7151 Columbia Gateway Drive  
Columbia, MD 21076  
Phone number: 443-285-0008  
Fax number: 443-285-0867  
E-Mail: [thabart@adgcreative.net](mailto:thabart@adgcreative.net)

**BUSINESS SIZE:** Small Business

**CUSTOMER INFORMATION:**

**1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)**

SIN	DESCRIPTION
541-1/RC	Advertising Service
541-3/RC	Web Based Marketing Services
541-4A/RC	Market Research and Analysis
541-4B/RC	Video/Film Production
541-4C/RC	Exhibit Design and Implementation Services
541-4D/RC	Conference, Events, and Trade Show Planning Services
541-4E/RC	Commercial Photography Services
541-4F/RC	Commercial Art and Graphic Design Services
541-5/RC	Integrated Marketing Services
874-1/RC	Integrated Consulting Services
874-4/RC	Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration
C132-51/RC	Information Technology Professional Services

**1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:**  
(Government net price based on a unit of one)

N/A

**1c. HOURLY RATES (Services only):**

See special Item Numbers

**2. MAXIMUM ORDER\*: \$1,000,000 per SIN**

NOTE TO ORDERING ACTIVITIES: \*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

**3. MINIMUM ORDER: \$100**

**4. GEOGRAPHIC COVERAGE: CONUS**

**5. POINT(S) OF PRODUCTION: N/A**

**6. DISCOUNT FROM LIST PRICES: *GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.***

**7. QUANTITY DISCOUNT(S): N/A**

**8. PROMPT PAYMENT TERMS: 2% 10 Net 30**

**9.a Government Purchase Cards are accepted at or below the micro-purchase threshold.**

**9.b Government Purchase Cards are not accepted above the micro-purchase threshold. Contact contractor for limit.**

**10. FOREIGN ITEMS: N/A**

**11a. TIME OF DELIVERY: N/A**

**11b. EXPEDITED DELIVERY: N/A**

**11c. OVERNIGHT AND 2-DAY DELIVERY: N/A**

**11d. URGENT REQUIRMENTS: N/A**

**12. FOB POINT: Destination**

**13a. ORDERING ADDRESS: Same as Contractor Address**

**13b. ORDERING PROCEDURES:** Ordering activities shall use the ordering procedures described in Federal Acquisition Regulation 8.405-3 when placing an order or establishing a BPA for supplies or services. The ordering procedures, information on Blanket Purchase Agreements (BPA's) and a sample BPA can be found at the GSA/FSS Schedule Homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).

**14. PAYMENT ADDRESS: Same as Contractor Address**

**15. WARRANTY PROVISION: N/A**

**16. EXPORT PACKING CHARGES: N/A**

**17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micropurchase level may be inserted by contractor)

**18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):**  
N/A

**19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A**

**20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A**

**20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A**

**21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A**

**22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A**

**23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A**

ADG Creative

Contract Number GS-00F-201DA

- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES** (e.g. recycled content, energy efficiency, and/or reduced pollutants): [N/A](#)
- 24b. **Section 508 Compliance for Electronic and Information Technology (EIT):** [As Applicable](#)
25. **DUNS NUMBER:** [80-083-3733](#)
26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Contractor has an Active Registration in the SAM database.
27. **Service Contract Act (SCA):** The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

## Labor Category Rates (Applicable to all SINs)

Prices shown herein are Net (Discount Deducted)

Contract Category	Hourly Rate
Executive / Principal/ CCO	\$317.63
Director / VP	\$252.15
Senior Strategist	\$180.81
Strategist	\$158.33
Director of Communications	\$134.87
Senior Digital Strategist	\$155.40
Instructional Designer	\$151.49
Senior Project Manager	\$156.37
Project Manager	\$141.71
Director of Client Services	\$171.03
Senior Account Executive	\$158.33
Account Executive	\$117.28
Jr. Account Executive	\$82.10
Creative Director	\$215.52
Director of Creative Services	\$171.03
Associate Creative Director	\$171.03
Senior Designer	\$155.40
Art Director	\$122.17
Designer	\$92.85
Associate Designer	\$84.05
Director of Media/Video	\$166.15
Media/Video Specialist Senior	\$131.94
Director of Software Engineering	\$239.45
Senior Software Engineer	\$183.07
Senior Interactive Developer	\$156.37
Interactive/Web Developer	\$122.17
System Administrator/ISSO	\$130.96
Front End Developer	\$131.94

## Labor Category Descriptions

Labor Category	Description
Executive / Principal/ CCO	<p>Collaborates with client leadership to assess current operations and business processes through the examination of organizational goals and customer needs, which begins at the strategic level. Influences the creative direction and strategy for all projects. Will work directly on most contracts.</p> <p>Must possess a Bachelor's Degree plus 25 years of related experience.</p>
Director / VP	<p>Provides consultation/subject matter expertise, both internally and to the customer on contract, to support strategic planning, communication, and technology initiatives, from development and implementation of strategies, initiatives, and communication engagements; collaborates directly with client leadership to assess current operations and business processes through the examination of organizational goals and customer needs, which begins at the strategic level; translates organizational and programmatic objectives into strategic solutions; aligns programmatic execution strategies to budget and schedule requirements. Oversees and drives the strategy for all projects within associated line of business.</p> <p>Must possess a Bachelor's Degree plus 18 years of related experience.</p>
Senior Strategist	<p>Provides consultation/subject matter expertise to support and drive strategic planning including communication, innovation and technology-based initiatives work directly with customers; partners with cross-functional teams to deliver solutions that align to strategic communication, environmental, cultural, and programmatic goals and objectives; translates organizational and programmatic objectives into strategic solutions; aligns programmatic execution strategies to budget and schedule requirements.</p> <p>Must possess a Bachelor's degree plus 15 years of related experience.</p>
Strategist	<p>Provides consultation/subject matter expertise to support and drive strategic planning including communication, innovation, and technology-based initiatives work directly with customers; partner with cross-functional teams to deliver solutions that align to strategic environmental, cultural, and programmatic goals and objectives</p> <p>Must possess a Bachelor's degree plus 6 years of related experience.</p>
Director of Communications	<p>Advises client to meet their strategic communication goals, with a focus on media, public relations, social media, content, and internal communications. Oversees a variety of media strategies related to digital, media and search engine marketing (SEM).</p> <p>Must possess a Bachelor's degree plus 6 years of related experience.</p>
Senior Digital Strategist	<p>Works closely with clients and end users to understand technology-based needs. Translates client and end-user needs into goals and requirements. Formulates a strategy to present/design digital content; collaborates with designers and software developers to ensure digital strategy is met in the final product; develops user personas and stories; outlines user journey maps; defines content hierarchy and information architectures.</p> <p>Must possess a Bachelor's degree plus 7 years of related experience.</p>

Labor Category	Description
Instructional Designer	<p>Gathers/defines learning goals and objectives with clients, technical experts and subject matter experts; defines instructional strategy, conducts research, writes course materials and develops evaluation methodologies. Works closely with strategists, designers, media/video, and software development team to produce solutions that reinforce learning goals and objectives.</p> <p>Must possess a Bachelor's degree plus 8 years of related experience.</p>
Senior Project Manager	<p>Oversees the budgeting, resourcing, planning, and coordinating of projects. Oversees the initiation, planning, execution, monitoring and control, and closing of projects including gathering requirements, coordinating meetings, crafting schedules, etc. for one or multiple projects. Must have excellent written and oral communication skills, ability to work in a team, and manage multiple tasks at once. May supervise project managers.</p> <p>Must possess a Bachelor's degree plus 10 years of related experience.</p>
Project Manager	<p>Oversees the initiation, planning, execution, monitoring and control, and closing of projects, including gathering requirements, coordinating meetings, crafting schedules, etc. for one or multiple projects. Must have excellent written and oral communication skills, ability to work in a team, and manage multiple tasks at once.</p> <p>Must possess a Bachelor's degree plus 6 years of related experience.</p>
Director of Client Services	<p>Works with clients to understand their goals, desires, requirements, etc., and ensures that they are clearly understood and translated to the team. Supervises the account executives. Directs and aligns resources to support client goals and expectations. Oversees all account activity and ensures that account management processes are maintained and followed to ensure client goals and requirements are met. This role will oversee account executives and partner with them to serve as the primary client point of contact working in concert with the strategy team.</p> <p>Must possess a Bachelor's degree plus 15 years of related experience.</p>
Senior Account Executive	<p>Establishes and executes marketing and communications plans to meet client objectives. Serves as the primary point of contact for the client and a conduit between the client and strategy and production teams. Gathers requirements, translates those to the team working on the project, and works closely with the team to ensure the final product is meeting the customer's requirements. Oversees the delivery of work products in alignment with client budgets and schedules.</p> <p>Must possess a Bachelor's degree plus 6 years of related experience.</p>
Account Executive	<p>May serve as the primary point of contact for the client and coordinates between the client and strategy and production teams. Gathers requirements, translates those to the team working on the project, and works closely with the team to ensure the final product is meeting the customer's requirements.</p> <p>Must possess a Bachelor's degree plus 2 years of related experience.</p>

Labor Category	Description
Jr. Account Executive	<p>Supports an account executive or the Director of Client Services to gather customer requirements, provides critical information to the team working on the project, and facilitates other client interactions. Captures and manages information flow associated to project status and stakeholder engagements.</p> <p>Must possess a Bachelor's degree.</p>
Creative Director	<p>Oversees creative projects to ensure they meet the client's objectives, align to defined strategy, and adhere to quality standards. Guides Art Directors and Design teams to ensure that project approaches are efficient and align to the creative/strategic goals of the initiative as well as meet quality standards.</p> <p>Must possess a Bachelor's degree plus 15 years of related experience.</p>
Director of Creative Services	<p>Oversees the design and multimedia team to ensure that project-staffing requirements are met. Provides strategic planning oversight to project resourcing to ensure client projects are completed on time and within budget. Oversees production activity, secures suppliers and vendor services, and manages image/media/talent resourcing in support of creative project progression.</p> <p>Must possess a Bachelor's degree plus 15 years of related experience.</p>
Associate Creative Director	<p>Oversees creative projects to ensure they meet the client's objectives, align to defined strategy, and adhere to quality standards. Partners with Creative Director to set Creative Direction in accordance with project strategy and quality standards. Oversees project activity to ensure that approaches are efficient and align to the creative/strategic goals of the initiative as well as meet quality standards.</p> <p>Must possess a Bachelor's degree plus 10 years of related experience.</p>
Senior Designer	<p>Designs collateral materials, user interfaces, charts, graphs, briefings, websites, logos, etc. for print and/or digital; prepares assets/products for production or final use.</p> <p>Must possess a Bachelor's degree plus 6 years of related experience. Proficient in Adobe InDesign, Photoshop, or Illustrator and Microsoft PowerPoint.</p>
Art Director	<p>Provides art direction, guidance, and mentorship to designers; designs collateral materials, user interfaces, charts, graphs, briefings, websites, logos, etc. for print and/or digital; prepares assets/products for production or final use. Oversees the process of creating, producing and validating design-related work products. Implements project activity to ensure that approaches are efficient and align to the creative/strategic goals of the initiative as well as meet quality standards.</p> <p>Must possess a Bachelor's degree plus 5 years of related experience. Proficient in Adobe InDesign, Photoshop, or Illustrator and Microsoft PowerPoint.</p>
Designer	<p>Designs collateral materials, user interfaces, charts, graphs, briefings, websites, logos, etc. for print and/or digital; prepares assets/products for production or final use.</p> <p>Must possess a Bachelor's degree plus 2 years of related experience. Proficient in Adobe InDesign, Photoshop, or Illustrator and Microsoft PowerPoint.</p>

Labor Category	Description
Associate Designer	<p>Designs collateral materials, user interfaces, charts, graphs, briefings, websites, logos, etc. for print and/or digital; prepares assets/products for production or final use.</p> <p>Must possess a Bachelor's degree. Proficient in Adobe InDesign, Photoshop, or Illustrator and Microsoft PowerPoint.</p>
Director of Media/Video	<p>Directs, facilitates, plans, and produces video and multi-media projects including storyboarding, scouting, shooting prep, videography, pre- and post-production, integration of multi-media assets, development of motion graphics, sound editing, 2D and 3D modeling, motion asset production. May supervise other media/video specialists.</p> <p>Must possess a Bachelor's degree or training equivalent plus 10 years of related experience. Proficient in Adobe Premier Pro, Adobe After Effects, or Apple Final Cut Pro and Adobe Audition 3 or Audacity.</p>
Media/Video Specialist Senior	<p>Facilitates, plans, and produces video and multi-media projects including storyboarding, scouting, shooting prep, videography, pre- and post-production, integration of multi-media assets, development of motion graphics, sound editing, 2D and 3D modeling, motion asset production. Integrates text, graphics, video and other multimedia products into print, electronic media or exhibits.</p> <p>Must possess a Bachelor's degree plus 5 years of related experience. Proficient in Adobe Premier Pro, Adobe After Effects, or Apple Final Cut Pro and Adobe Audition 3 or Audacity.</p>
Director of Software Engineering	<p>Supervise software engineers and developers; manages client project development; and advocates for agile development methodologies in alignment with client needs and priorities. Oversees the software and interactive development teams to ensure that project-staffing requirements are met. Directs resourcing to ensure client projects are completed on time and within budget. Monitors team training requirements to ensure compliance with industry standards and requirements.</p> <p>Must possess a Bachelor's degree plus 15 years of related experience.</p>
Senior Software Engineer	<p>Analyzes user requirements to derive software design and performance requirements; design and codes software; develops, maintains, documents, and enhances complex and diverse software systems; develops queries for existing or proposed databases; integrate software into new or modified systems or operating environments; develops and executes test procedures; resolves software problem reports; provides specific input to the software components of system design. Facilitates agile development methodologies. Provides leadership/mentorship to software development teams.</p> <p>Must possess a Bachelor's degree plus 10 years of related experience.</p>
Senior Interactive Developer	<p>Creates reusable code/components/processes to support development efforts, integrates designer assets into projects with the ability to use adobe creative suite development tools, develops Rich Internet Application (RIA) and pattern focused frameworks; designs, develops, tests, deploys and supports content-driven, media-rich web sites, web applications and multimedia applications.</p> <p>Must possess a Bachelor's degree plus 10 years of related experience.</p>

Labor Category	Description
Front End Developer	<p>Designs, creates, tests and maintains websites, interactive tools, and content; analyzes requirements to determine the most effective web technologies to satisfy customer needs; designs and develops user-friendly interfaces; integrates designer assets into user interfaces using tools such as Adobe Creative Suite.</p> <p>Must possess a Bachelor's degree plus 5 years of related experience.</p>
Interactive Developer	<p>Creates reusable code/components/processes to support development efforts, integrates designer assets into projects with the ability to use Adobe Creative Suite development tools, develops Rich Internet Application (RIA) and pattern focused frameworks; designs, develops, tests, deploys and supports content-driven, media-rich web sites, web applications and multimedia applications.</p> <p>Must possess a Bachelor's degree plus 6 years of related experience.</p>
Systems Administrator/ISSO	<p>Provides support for implementation, troubleshooting and maintenance of Information Technology (IT) systems. Manages IT system infrastructure and any processes related to these systems, including day-to-day operations, monitoring and problem resolution for all of the client/server/storage/network devices, mobile devices, etc. Configures and manages UNIX and Windows operating systems.</p> <p>When designated as the ISSO for a program, provides support for the information assurance program, to include support for proposing, coordinating, implementing, and enforcing information systems security policies, standards and methodologies, as well as providing day to day security operations of the system and configuration management (CM) for information system security software, hardware, and firmware.</p> <p>Must possess a Bachelor's degree in a technical discipline from an accredited college or university. 4 years of systems administration experience may be substituted for a Bachelor's degree. Experience includes knowledge of current information/network security tools, hardware/software security implementation, communication protocols, and encryption techniques/tools.</p>